



**EXTRAORDINARY
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DEPARTMENT OF WOMEN & CHILD DEVELOPMENT DEPARTMENT

NOTIFICATION

The 23rd May, 2025

**Sub : Implementation of the State Scheme 'MAMATA' in convergence with 'PMMVY'
in co-branding manner as "MAMATA-PMMVY".**

No.12744—PT1-WCD-ICDS-M-MISC-0003/2024/WCD. —On dated 14th May 2025, the State Govt. has approved to jointly implement MAMATA and Pradhan Mantri Matru Vandana Yojana from dated 1st April, 2025 and the scheme is named as MAMATA-PMMVY.

Under the MAMATA-PMMVY co-branded scheme, a financial implication would be about Rs.2,670 Crore over a period of five years (FY 2025-26 to FY 2029-30).

The key points under the co-branded scheme are as follows:

1. In case of birth of girl child, the beneficiaries will receive Rs.12,000/- for their 1st and 2nd live births.
2. In case of birth of boy child, the beneficiaries will receive Rs.10,000/- for their 1st and 2nd live births.
3. Women from PVTG community will be given Rs.12,000/- for the birth of a girl child and Rs.10,000/- for the birth of a boy for all live births.
4. Anganwadi Workers (AWWs) and Anganwadi Helpers (AWHs), will receive Rs.250/- and Rs.150/- respectively towards incentive.
5. The eligibility criteria of the Government of India's PMMVY scheme will be applicable to the MAMATA-PMMVY scheme.

By Order of the Governor

ITISHREE DAS

Additional Secretary to Government